

# RESEARCH FOCUS

PRODUCED BY THE LOUISIANA OFFICE OF TOURISM

## LODGING STATISTICS

Occupancy (%)									
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
2012	53.8	64.2	71.6	66.6	65.9	64.5	63.3	56.7	65.6
2011	52.3	61.1	69.0	65.4	63.8	63.8	61.8	56.2	54.3
YTD Percent Change	2.9	5.1	3.7	1.8	3.3	1.8	2.4	1	20.8
Average Daily Rate (USD)									
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
2012	107.70	107.82	108.87	112.84	105.43	93.50	94.44	85.98	97.95
2011	92.55	98.04	104.69	104.23	101.87	92.23	87.09	82.20	87.63
YTD Percent Change	16.4	10	4	8.3	3.5	1.4	8.4	4.6	11.8

With football and festival season in full swing, Louisiana statewide occupancy rates saw an increase from August to September (8.9 percent); and ADR was up from August to September (12 percent).

Year over year, September's occupancy has increased 20.8 percent and ADR has increased 11.8 percent, both which remain strong overall.



VOLUME 22, ISSUE 13

NOVEMBER 2012

**LOUISIANA**  
*Pick your Passion*

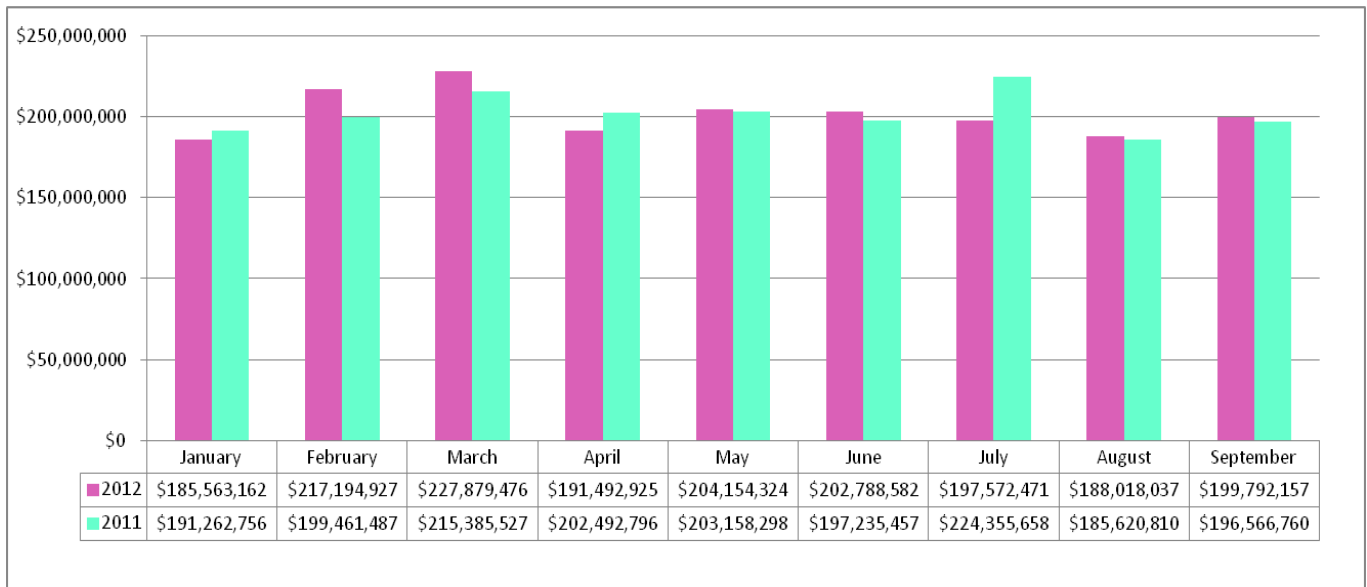
**LouisianaTravel.com**

## AIRPORT ENPLANEMENTS

<b>2012</b>	<b>New Orleans</b>	<b>Baton Rouge</b>	<b>Lafayette</b>	<b>Shreveport</b>	<b>Lake Charles</b>	<b>Monroe</b>	<b>Alexandria</b>	<b>Totals</b>
<b>January</b>	328,744	30,708	18,497	20,047	4,082	7,700	13,495	<b>423,273</b>
<b>February</b>	338,657	31,730	18,281	20,091	4,356	7,131	11,725	<b>431,971</b>
<b>March</b>	385,536	37,784	18,763	23,992	4,256	unavailable	14,173	<b>484,504</b>
<b>April</b>	399,671	37,117	19,863	23,803	4,710	unavailable	12,831	<b>497,995</b>
<b>May</b>	424,671	41,478	22,548	26,873	5,231	unavailable	13,729	<b>534,530</b>
<b>June</b>	369,748	36,816	22,344	28,144	5,094	unavailable	15,809	<b>477,955</b>
<b>July</b>	363,153	35,186	20,663	27,813	5,056	unavailable	14,465	<b>466,336</b>
<b>August</b>	288,555	30,148	17,295	24,742	unavailable	unavailable	13,164	<b>373,904</b>
<b>September</b>	unavailable	31,958	17,696	23,577	unavailable	unavailable	12,290	<b>85,521</b>
<b>Totals</b>	<b>2,898,735</b>	<b>312,925</b>	<b>175,950</b>	<b>219,082</b>	<b>32,785</b>	<b>14,831</b>	<b>121,681</b>	<b>3,775,989</b>

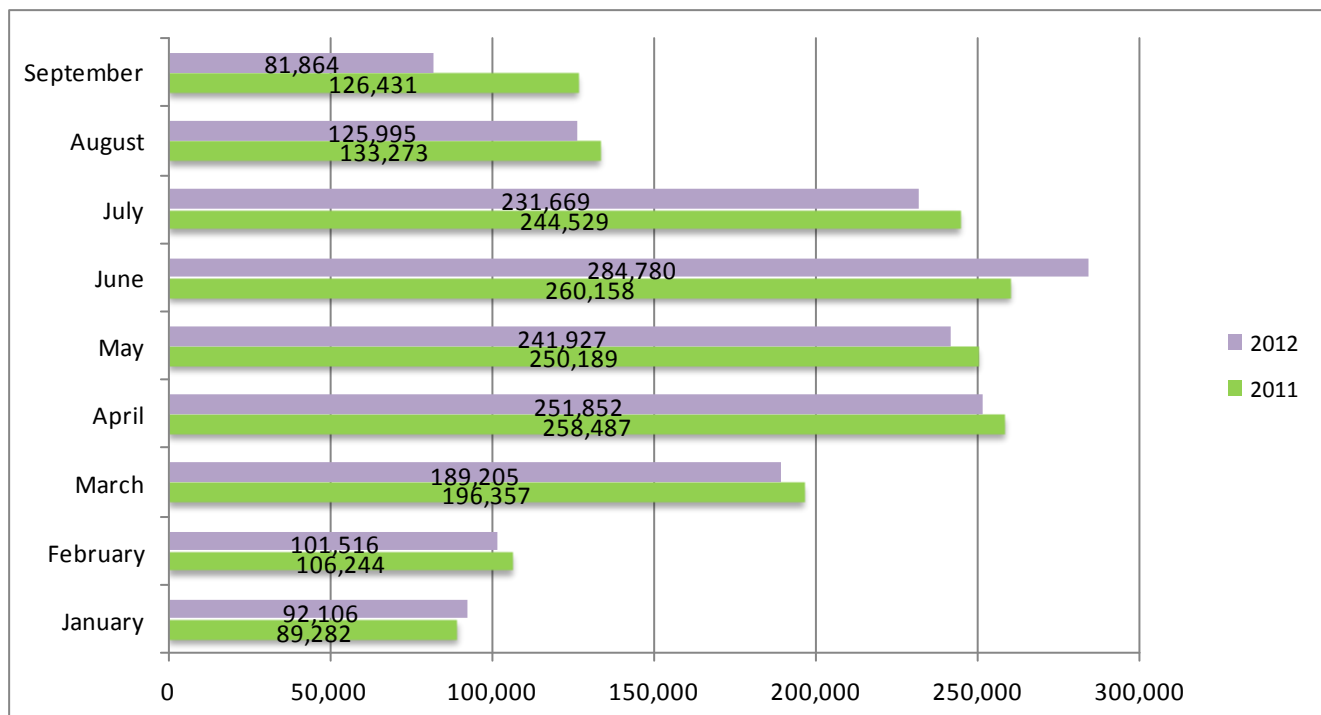
Hurricane Isaac caused an interruption in flight operations resulting in 3.5 days of flight cancellations at MSY (New Orleans), and BTR (Baton Rouge) closed for operations for 1 day. In the end, MSY ended down 6.6 percent in the month over month numbers as a result of Hurricane Isaac. All monthly unavailable stats are not reported in totals.

## GAMING GROSS REVENUE YEAR OVER YEAR



For additional statistics, please download our Monthly Dashboard at [www.crt.state.la.us/TOURISM/RESEARCH/home.aspx](http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx).

## STATE PARKS YEAR OVER YEAR MONTHLY



Hurricane Isaac forced several sites to close in late August through early September. Fontainebleau and Fairview State Parks are still experiencing closures due to Hurricane Isaac. Also, the amount of day use visitors of Louisiana recreational sites saw a large decrease of 43.7 percent and overnight recreational use was down 21.4 percent this September over last September.

## LOUISIANA TAX-FREE SHOPPING REPORT

### *January—July 2012*

#### Top 5 Countries Ranked by Dollars Spent

1. Philippines: \$2,330,737
2. Brazil: \$1,657,414
3. China: \$1,291,606
4. Honduras: \$711,578
5. Mexico: \$591,877

Apparel & Accessories = \$8,017,174

Total Dollars Spent = \$16,021,273

#### Average sales amount

<u>2011</u>	<u>2012 YTD</u>
\$243	\$257

#### Average amount spent per visitor party

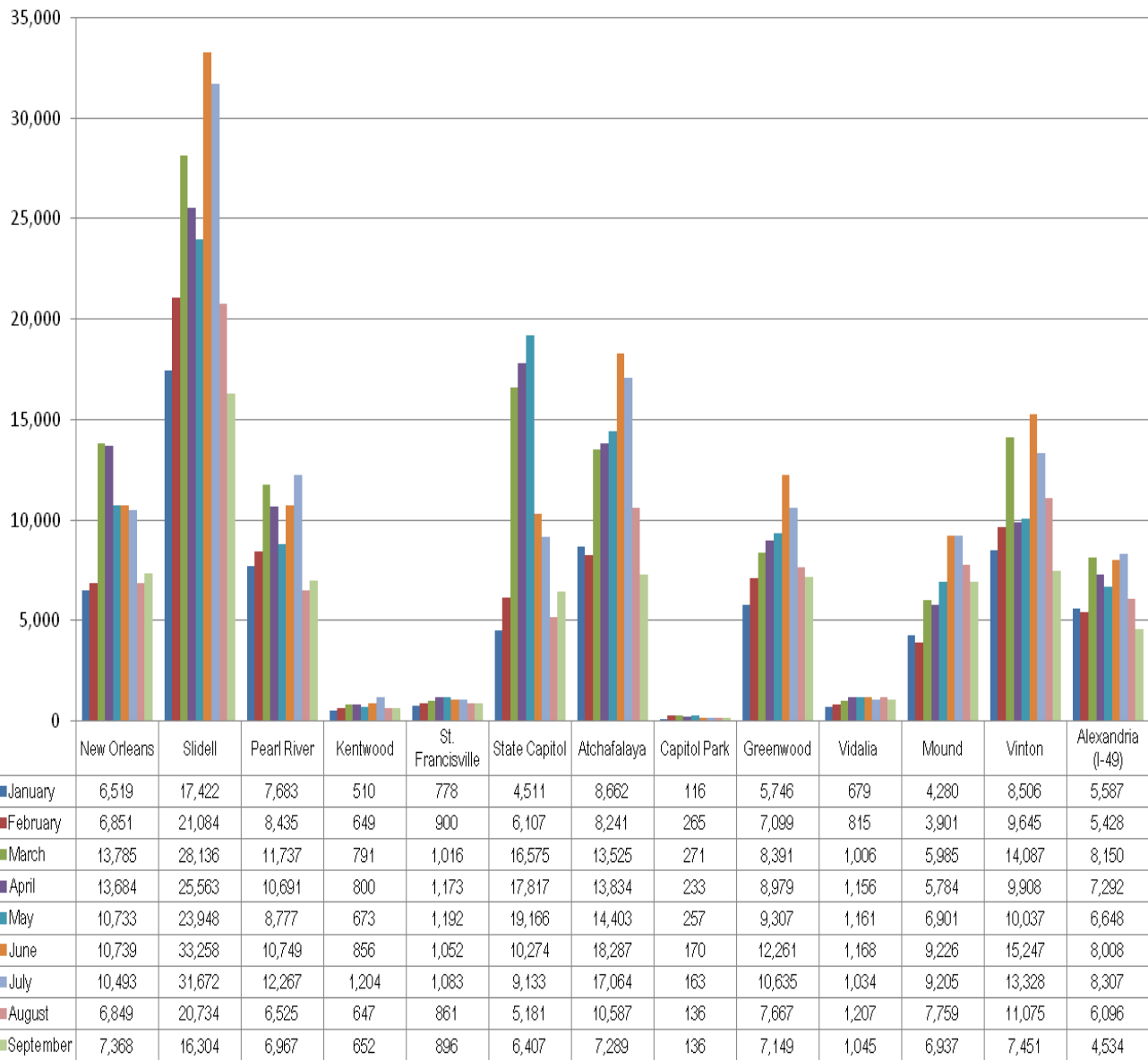
<u>2011</u>	<u>2012 YTD</u>
\$886	\$904

Find the detailed report on

<http://www.louisianataxfree.com/reports.html>

For additional statistics, please download our Monthly Dashboard at [www.crt.state.la.us/TOURISM/RESEARCH/home.aspx](http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx).

## WELCOME CENTER VISITATION



Kentwood has been closed since September 2011 due to DOTD work. Visitor counts are from the Tangipahoa Parish CVB.

**January — September 2012 Total Welcome Center Visitation = 919,333**

**Comparatively, January — September 2011 Total Welcome Center Visitation = 944,749**

Welcome centers statewide are always interested in partnering with tourism commissions and convention and visitors bureaus with programs or displays for the centers. For more information, contact Nancy Broussard at 225.342.8122.

## INDUSTRY TRENDS AND TIDBITS

### ***U.S. Travel forecasts moderate growth***

Travel will continue to set records in 2013, but the growth rate will decelerate, according to a U.S. Travel Association forecast. During a conference call with the media on Nov. 1, David Huether, senior vice president of research and economics for U.S. Travel, said that the number of domestic trips taken in 2013 is expected to increase to a record high but that growth will be slower than the past few years' growth. U.S. Travel predicts that in 2013 the number of trips will increase by an additional 23 million trips for a 1.1 percent growth rate, down from the 1.8 percent increase in 2012. Huether said this year's increase will boost the number of domestic trips taken by about 36 million, to 2.04 billion, a 1.8 percent increase over 2011, which was an all-time high. That number is 1.5 percent better than the prior peak, reached in 2007.

Huether said the growth slowdown projected for 2013 is mostly because travel growth rate over the past few years has been so strong, even better than it was during the early 2000s. "A 1.1 percent growth is faster than what we saw from 2003 to 2007, right before the recession," he said. "I'd classify it as more moderate growth. In general, it's still a fairly healthy pace." Huether also blamed the predicted slowdown on the negative factors affecting the economy. Breaking down types of travel, Huether said that leisure travel is expected to rise 2 percent in 2012, while business travel will grow at a slower rate of about 1.3 percent. In terms of spending, U.S. Travel expects travel spending this year to grow by 4.7 percent, to about \$852 billion. That figure is also expected to grow at a slightly slower pace in 2013, or about 3.6 percent, to \$882 billion.

Most of the spending slowdown will be by U.S. residents, Huether said, which will slow to about 3 percent growth. However, international spending is forecast to grow more than 7 percent, and will continue to outgrow domestic spending over the next decade. "International spending will become more and more important to the travel industry going forward," he said.

By 2014, international travel spending is expected to account for 15.1 percent of total travel spending, up from the 14.6 percent forecasted this year and more than 15 percent in 2013.

*(Source: Travel Weekly, November 2, 2012)*

### ***More Americans will travel this holiday season***

The holidays are upon us. For many of us, the holidays mean travel, and according to the latest American Express Spending & Saving Tracker, 84 million Americans plan to travel during the holidays. That number is up 7 percent from last year.

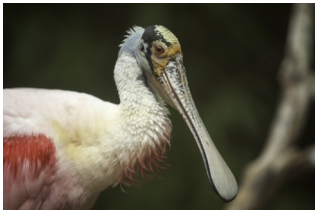
Here are some other findings from that survey:

- Sixty-eight percent of travelers plan to visit family or friends (up from 65 percent in 2011), which remains a main motive for holiday travel this season.
- 75 percent of travelers report that they experience frustrations while trying to get away during the holidays (such as higher airfare prices, 19 percent; flight delays, 13 percent; and baggage fees, 10 percent).
- Holiday travelers will spend more on travel than they did last year, injecting \$65 billion into the U.S. economy, and averaging \$773 per person (up from \$659 in 2011)

More Americans will:

- Fly to their destination (42 percent, up 6 percent from 2011)
- Take longer vacations (27 percent, up 4 percent from 2011)
- Travel to more expensive destinations (16 percent, up 4 percent from 2011)
- Spend more to enhance their trips this holiday season, with 29 percent dining out more often and 20 percent staying in better accommodations
- However, 38 percent (versus 40 percent in 2011) of travelers still consider budget before destination when making travel plans

*(Source: St. Louis Post-Dispatch, Amy Bertrand, November 5, 2012)*



**Jay Dardenne**

Lieutenant Governor

[ltgov@crt.la.gov](mailto:ltgov@crt.la.gov)

**Kyle Edmiston**

Assistant Secretary

[kedmiston@crt.la.gov](mailto:kedmiston@crt.la.gov)

**Jay Tusa**

Director of Communications and Research

[jtusa@crt.la.gov](mailto:jtusa@crt.la.gov)

**Lynne Coxwell**

Research and Policy Analyst

[lcoxwell@crt.la.gov](mailto:lcoxwell@crt.la.gov)

**Jeff Richard**

Public Information Officer

[jrichard@crt.la.gov](mailto:jrichard@crt.la.gov)

This publication is designed to inform the reader on current Louisiana data and trends in the travel industry.

***2011 ECONOMIC IMPACT ON TRAVEL IN LA PARISHES***

Some highlights from the 2011 Economic Impact on Travel in Louisiana Parishes report are given below:

- Domestic travel spending in Louisiana generated \$383 million tax revenue for the state treasury through state sales and excise taxes, up 2.3 percent from 2010.
- Spending on lodging increased 3.7 percent from 2010 to nearly \$1.7 billion.
- Total annual payroll income directly attributable to

domestic travel increased 1.6 percent from 2010 to \$1.9 billion in 2011.

- The food service industry sector earnings increased 1.5 percent from 2010 to \$574.1 million.

Find the detailed report on [http://  
www.crt.state.la.us/TOURISM/  
RESEARCH/home.aspx](http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx)